

# CBS TELEVISION STATIONS

## NON-CANDIDATE POLITICAL INQUIRY FORM

MARKET/STATION  
**KOVR – Sacramento**

SPECIAL ( )      PRIMARY ( )      GENERAL ( )      OUT OF WINDOW ( x )

RECORD OF REQUEST – Political Broadcast Time:

WINDOW: 8/2-9/2/2012

NAME OF REQUESTOR:

**Sheri Sadler**

1. NAME OF AD AGENCY:

Sadler Strategic Media, Inc.  
12103 Viewcrest Road  
Studio City, CA 91604  
P: 818-506-5443  
[www.sadlerstrategic.com](http://www.sadlerstrategic.com)

2. ORGANIZATION PAYING FOR TIME:

**The California Endowment**

1000 N. Alameda Street  
Los Angeles, CA 90012  
(213) 928-8800

*Health Happens in School Campaign*

-Tessie Guillermo - Chair of the Board  
- Robert K. Ross, M.D., President & Chief  
Executive Officer  
- B. Kathlyn Mead, Executive Vice  
President & Chief Operating Officer

3. ENTITY FURNISHING ANNOUNCEMENT/PROGRAM:

Same as Item 1

4. Broadcast to favor issue/ballot/candidate (office):

N/A

5. PRODUCT OR CATEGORY:

Advocacy

6. POLITICAL PARTY OR OFFICIAL AFFILIATION:

N/A

7. DATE OF REQUEST

7/30/2012

8. NATURE OF REQUEST:

(a) Request for NONCANDIDATE rate card

  X  

9. DISPOSITION MADE OF REQUEST

(a) Granted

  X  

10. SUBSEQUENT DEVELOPMENTS

Accepted

11. CHARGES—This advertiser not related to Federal or any matter of National Significance.

CTS EMPLOYEE COMPLETING FORM

*Laurie Aston* 7/30/12

Laurie Aston, CBS Television Stations      Date: 7/30/12